



The first semester of FSJ is **Strategic Entrepreneurship**, which will focus on how to start, manage, and grow a successful business from the ground up. You will participate in hands-on projects to put entrepreneurial ideas into practice and develop computer skills in Microsoft Word, Excel, PowerPoint, and Publisher. Most of all, you will have fun while doing all of this!

*SUGGESTIONS: Stay organized, be productive, and keep deadlines in mind. Refer to these weekly sheets for your assignments and due dates; use the quarterly syllabus to plan further ahead. Tests and major projects should never be a surprise! Use our class website ([www.myfinanceclass.com](http://www.myfinanceclass.com)) as a resource at school and as a way to stay connected from home.*

### Monday, September 24 Day 23

*Today's Topic: "Marketing Mix – Price"*

*VCU Meeting (bell 4)*

ENTR 2-6: Think Critically, TF, MC, Problem Solving ... [PPT](#)  
 Watch and Discuss: "Why Is Bottled Water So Expensive?"  
 Worksheet: "Pricing Products"  
 Article: "10 Ways That Consumers Are Hopeless at Math"

### Tuesday, September 25 Day 24

*Today's Topic: "Marketing Mix – Place/Distribution"*

ENTR 2-7: Think Critically, TF, MC, Problem Solving ... [PPT](#)  
 Group Activity: "Distribution Cases – Movies and Breakfast Pizzas"  
 Article: "Taco Bell ... Delivery?"  
 Video Clip: "Amazon.com Startup Challenges"

### Wednesday, September 26 Day 25

*Today's Topic: "Marketing Mix – Promotion"*

*Ohio BPA Pin Design Deadline*

ENTR 2-8: Think Critically, TF, MC, Problem Solving  
 Case: "What Went Wrong? Dental Promotion Leaves Bad Taste"  
 Video: "Daymond John – Building a Brand"  
 Activity: "Promotional Strategies"  
 Worksheet: "Turn Features into Benefits"

**BUSINESS PLAN PROJECT**  
 Add/Revise 4 slides to your PowerPoint:  
 Product, Price, Place, Promotion

### Thursday, September 27 Day 26

*Today's Topic: "Selling and Promoting"*

Group Activity: "Principles of Successful Selling"  
 Pair Activity: "Online Marketing ... In Unlikely Places"  
 ENTR 2-9: Think Critically, TF, MC, Problem Solving  
 Video Clip: "Visiting a McDonald's Photoshoot"  
 Discuss: "Pros and Cons of Using Technology in Ads"

### Friday, September 28 Day 27

*Today's Topic: "Market Analysis, Marketing & Sales Review"*

*State Officer Intent Deadline*

Review Activities (test is on Monday!)

Current Event (related to a business, finance, or entrepreneurship topic) – due Sunday by midnight.

### IMPORTANT

The **Northwest BPA Stock Market Competition** has started. Go to [HowTheMarketWorks.com](http://HowTheMarketWorks.com), set up an account, and then join the NWBPA2018 game (password is 317). The game runs from September 11 through December 10 and there will be prizes for the top portfolios!



\* Note: you must register by NEXT MONDAY, October 1 to be eligible for prizes